



MindGPA

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According to the American Test Anxiety Association, about one in five students have high test anxiety which impairs their academic performance.

MindGPA's mobile app will help each student find their own customized way to have better mental health and grades. It will offer 24/7 resources, and can be accessed any place, privately, and with social components. MindGPA, with AI inside, guides, protects, and advocates for students' well-being and academic success.

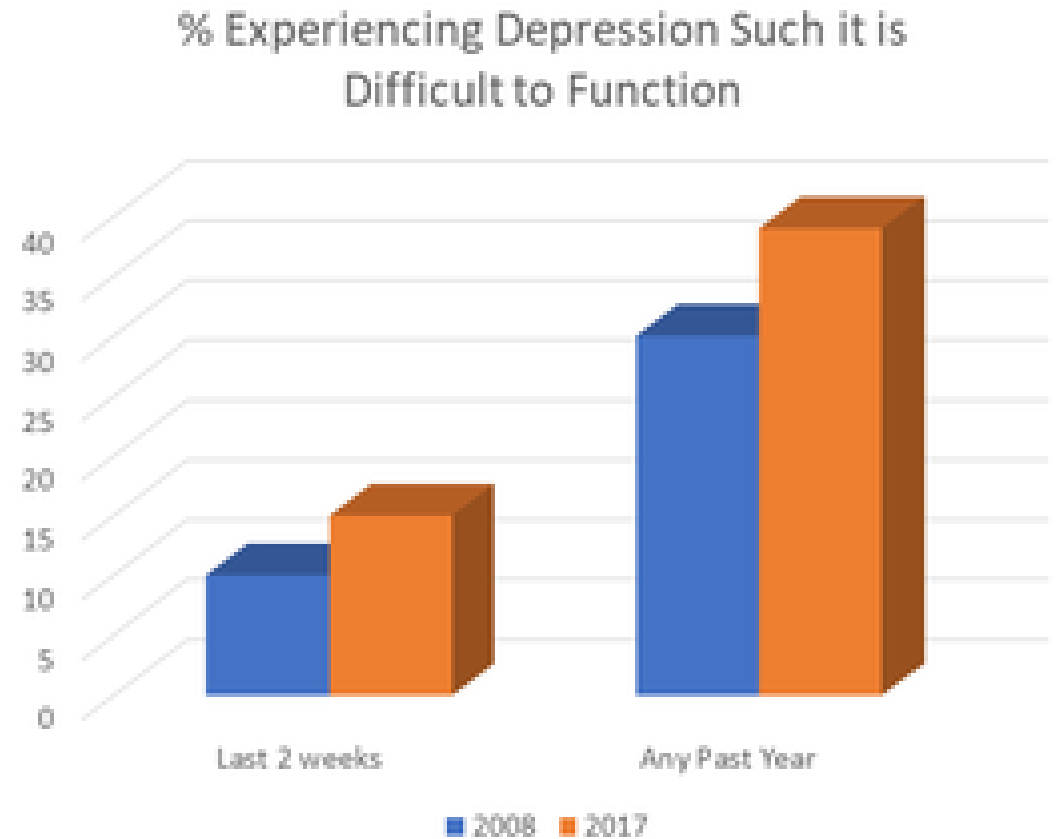
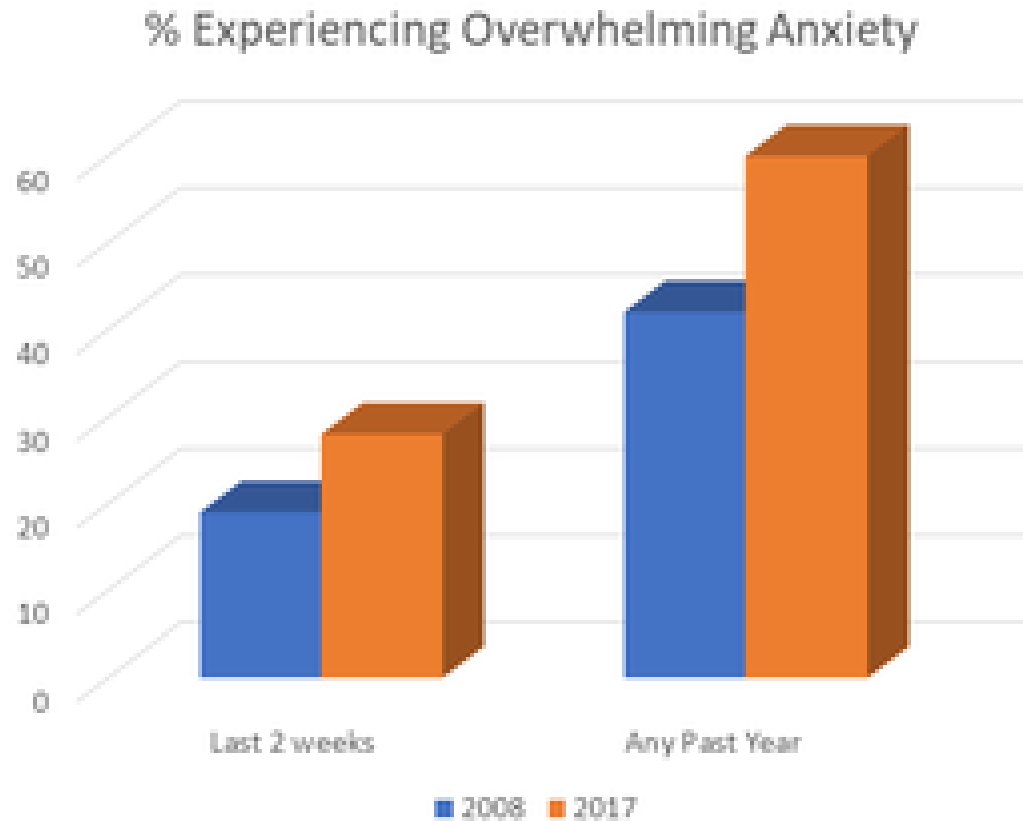
This all sounds wonderful. Thank you so much for dedicating time toward helping in this area. I can tell you there is a tremendous need for a whole range of services.

--- TRIO Director --

NEED
HELP



Comparing College Students: 2008 to 2017



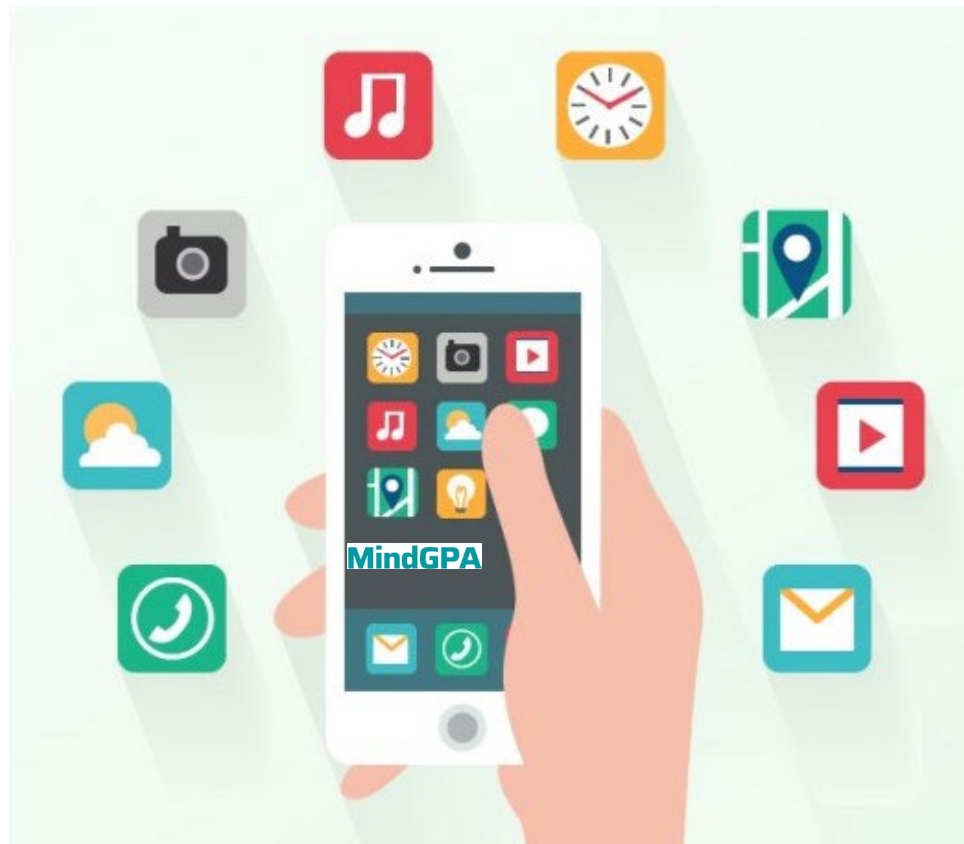
<https://www.psychologytoday.com/us/blog/theory-knowledge/201811/the-college-student-mental-health-crisis-update>

Mental Health Crisis





MindGPA



You University

MindGPA

Hi Joni

How are you doing?

Please check all that apply

- ☐ stressed
- ☐ anxious
- ☐ can not sleep
- ☐ can not eat
- ☐
- ☐

OK

You University

MindGPA

Hi Joni

Glad to help.

Please conduct self help first.

Seek help from campus and
community professional service
if needed.

Campus

- ☐ Campus Consulting Service
1-260-123-4567
- ☐ Dean of Students
1-260-123-4567

Community

- ☐ Community Service Center
1-260-123-4567
- ☐

National Helpline (24/7)
1-800-662-HELP(4357)

You University

MindGPA

Hi Joni

Please reflect what you did
overcome your challenges

Sympton:

Please type

Reflection:

Please type

Sympton:

Please type

Reflection:

Please type

You University

MindGPA

Name: Joni May

Course: Computer Science I

Grade: D

Issues:

Academic Advise

Mental Health Advise

Traction

- Survey Results:
 - 100 % students want to use the app
 - 100 % advisors want to use the app
- Mobile App in Development
- Desktop App in Development



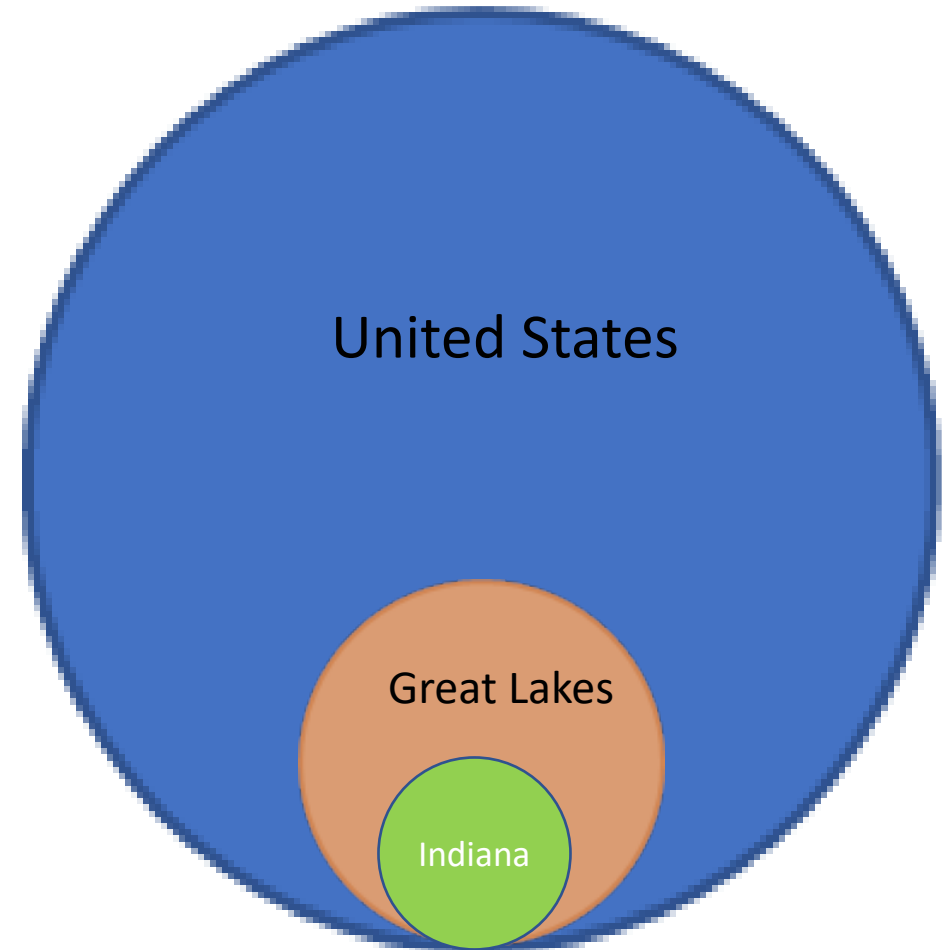
Total Addressable Market

Indiana: \$20 M

Great Lakes: \$135 M

US: \$1 B

National Center for Education Statistics



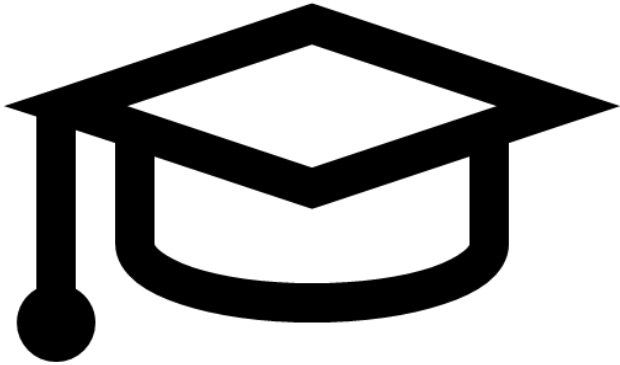
Competition Matrix

	MindGPA	YouAtCollege	WellTrack
User Friendly			
Privacy			
Mental Health			O
Academic Success	O		
Social Network		O	
AI	O		
Comprehensive		O	
Market Share		O	

O: clear advantage;

X: no clear advantage

Revenue Model



Subscription	Fee Per Student
monthly	\$ 5.00
Yearly	\$ 60.00

Team



David Liu, Ph.D. founder
Associate Prof. of CS
Purdue U. Fort Wayne
Software Engineer 10+ years,
major companies and startups
MHFA, QPR trained



Jiaqi Guo, ECE MS Student
Carnegie Mellon University



Yiping Wang, PhD Candidate
Applied Physics
Northwestern University



Chesley Chen, MBA. advisor
Managing Director
Life Sciences Advisory
BlumShapiro, Boston
Founders, CEOs, Digital
Health start-ups



David Young, Ph.D., advisor
- Clinic Psychologist

Financial Overview

Startup Cost: \$9, 500

Overhead: \$15, 570

Gross Profit: \$5/month/member

Break-even point: 3114 members

Ask and Introduction



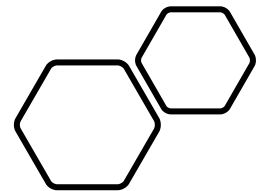
Summary

Holistic: Mental Health & Academic Success



MINDGPA

Guide
Protect
Advocate



<https://www.mghclaycenter.org/parenting-concerns/college-mental-health-crisis-call-cultural-change-part-2/>



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